NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

Sheet: 1 of 20

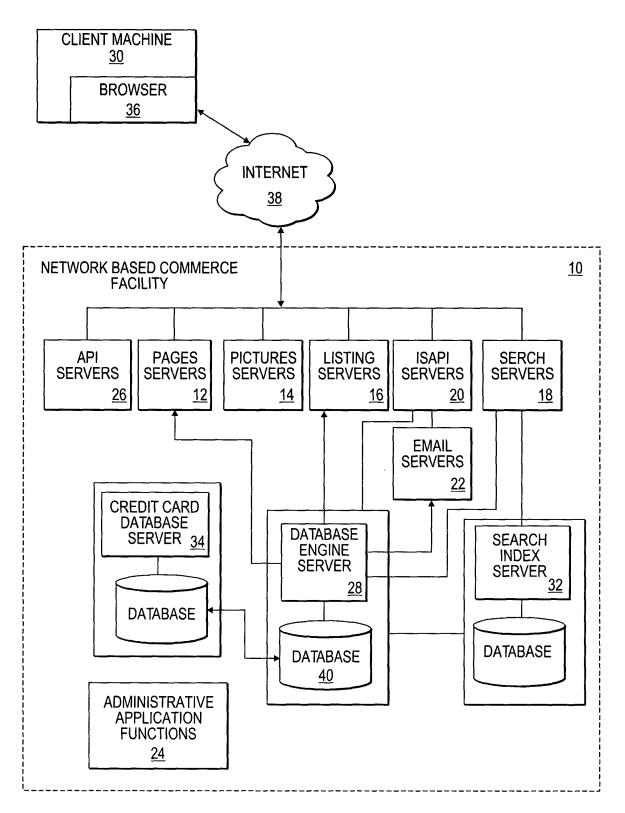
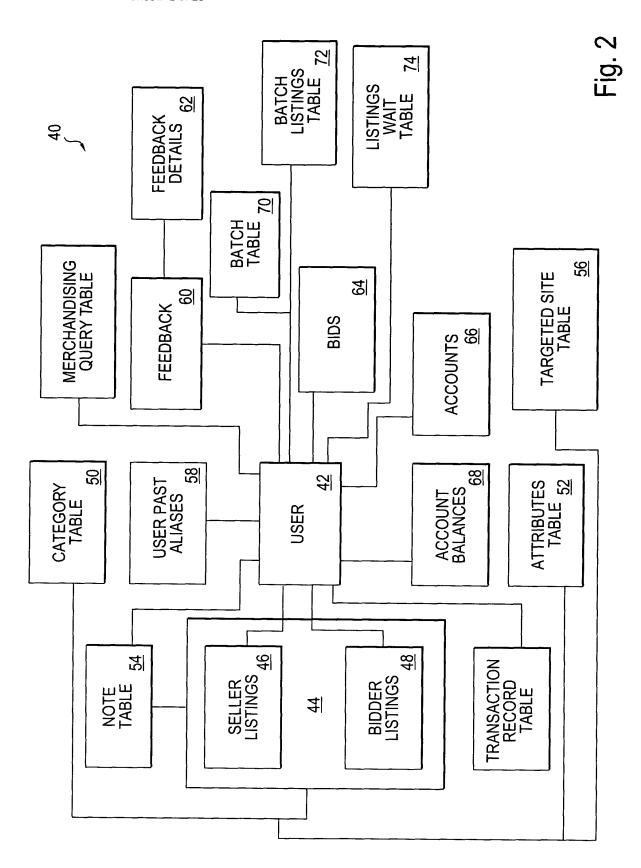


Fig. 1

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947
Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A
NETWORK-BASED COMMERCE SYSTEM
1st Named Inventor: Steve Grove
Express Mail No.: EV301831643US
Docket No.: 3801 (408) 947-8200

Sheet: 2 of 20



Blakely, Sokoloff, Taylor & Zafman LLP (408) 947.
Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A
NETWORK-BASED COMMERCE SYSTEM (408) 947-8200

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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# LISTINGS TABLE

ID

**DESCRIPTION** 

**CATEGORY ID** 

**PRICE** 

**CLOSE DATE** 

RESERVE\_PRICE

SELLER\_ID

BIDDER\_ID (0->N)

LIST\_DATE

REMINDER\_SENT

Fig. 3

100 **IDENTIFY REFERENCE** DATA ASSOCIATED WITH PROPOSED **LISTING** 102 RETRIEVE REFERENCE DATA FOR PROPOSED LISTING THEREBY TO **GENERATE LISTING** DATA FOR PROPOSED **LISTING** <u>104</u> PRESENT PROPOSED LISTING TO USER FOR MODIFICATION 106 POST LISTING ON NETWORK BASED COMMERCE SYSTEM <u>108</u>

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947 Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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Fig. 4

NETWORK-BASED COMMERCE SYSTEM

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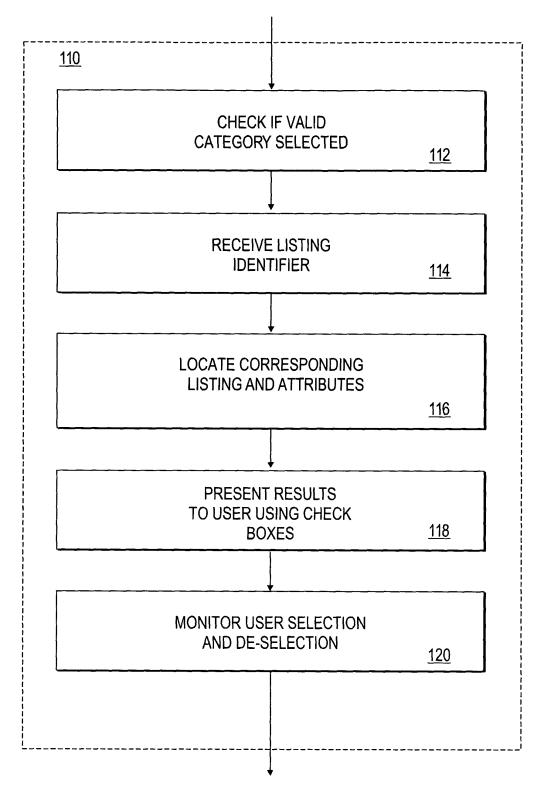


Fig. 5

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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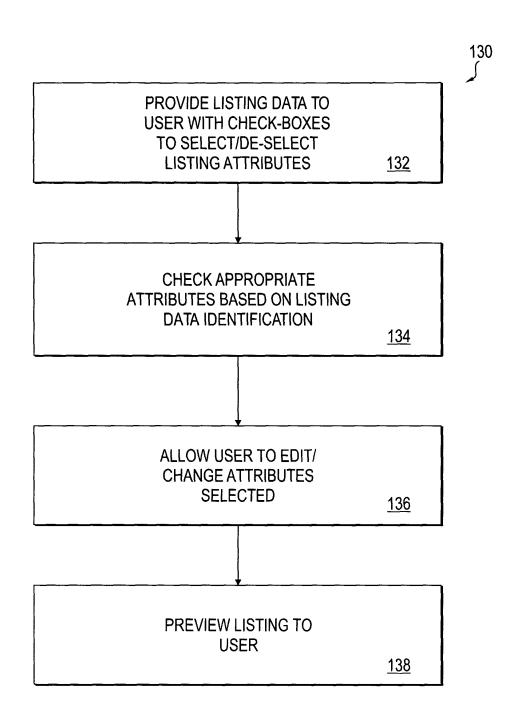
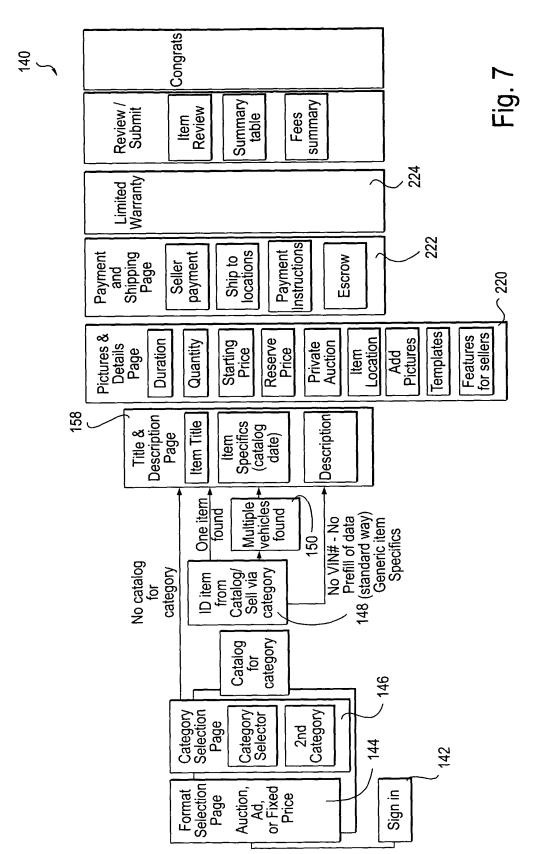


Fig. 6

**NETWORK-BASED COMMERCE SYSTEM** 

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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XYZ Motors Home **Browse** Sell **Enthusiasts** Search Services Help Lost your information? Click Refresh . Learn how to stop information loss. **Sell Your Item: Choose a Listing Option** 2. Title 3. Pictures 4. Payment 5. Review & 1. Catagory Submit & Details & Shipping & Description New! Listing a 1990 or newer vehicle? (or) Listing a 1989 or older vehicle? Use for older vehicles - OR - if you prefer Save time listing your vehicle's optiions the standard listing form. with this new feature. Enter Vehicle Identification Number (VIN): 152 Continue > Continue > 17 character limit Vehicle Identification Number 156 WPOAB29911S685546 Can be found in: □ driver's side dashboard driver's side doorjamb o insurance card or registration How to find your VIN Number **Enthusiasts** Search Services Help Home **Browse** Sell

150

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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160 62 162 162 162 Heb Heb 5. Review 8 Submit Sell one like this Lost your information? Click Refresh. Learn how to stop information loss. Services Services 4. Payment& Shipping Search Search 1999 Ford F-150 Series FLARESIDE 139" LARIAT Supercab 1999 Ford F-150 Series FLAREDIDE 139" LARIAT Supercab Didn't find what you're looking for? List the standard way. Pictures
 Details Enthusiasts Enthusiasts Select the one you would like to sell below or try again 8 possible styles found for VIN "WX1234987XLODK2" Sell Your Item: Choose a Listing Option 1999 Ford F-150 Series 139" LARIAT Supercab 1999 Ford F-150 Series 157" LARIAT Supercab 1999 Ford F-150 Work Series 139" Supercab 1999 Ford F-150 Work Series 157" Supercab 1999 Ford F-150 Series 139" XL Supercab 1999 Ford F-150 Series 157" XL Supercab & Description Sell Sell Browse Browse XYZ Motors 1. Catagory Home Home

Fig. 9

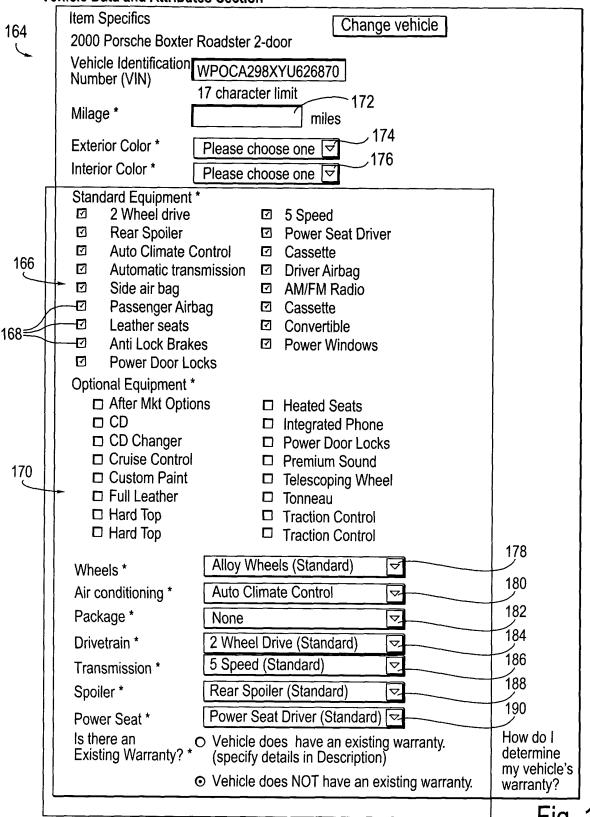
NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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## **Vehicle Data and Attributes Section**



Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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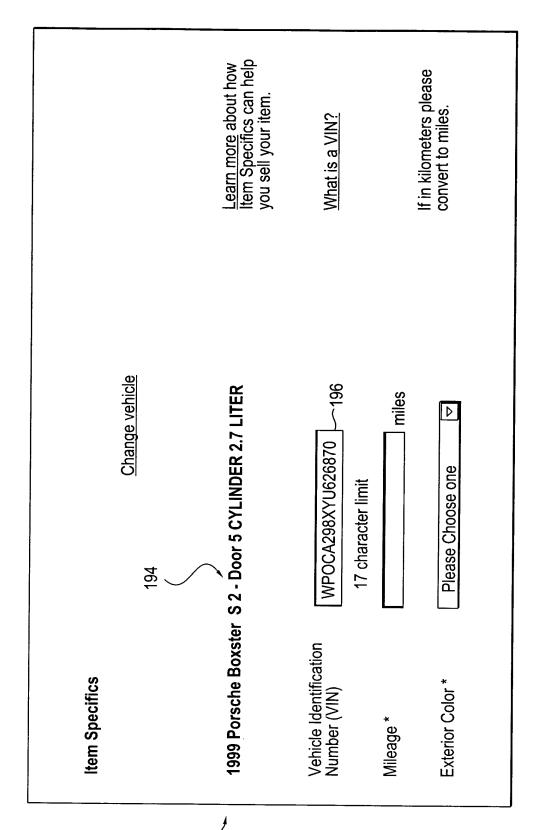


Fig. 11

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A
NETWORK-BASED COMMERCE SYSTEM
1st Named Inventor: Steve Grove
Express Mail No.: EV301831643US Docket No.: 3801P102
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2000 Porsche: Boxster		198	
Silver on Tan Boxster			
Miles:	19860	VIN Number:	WPOCA298XYU626870
Engine:	6 Cylinder 2.7 Liter	Title:	Clear
Transmission:	Automatic	Interior:	Beige/Tan
Warranty:	Existing	Exterior:	Silver
Standard Equipment:			
ABS	Convertible	Power Seat Driver	Alloy Wheels
AM/FM Radio	Dual Air Bags	Power Steering	Auto Climate Control
Cassette	Leather	Power Windows	Rear Spoiler
Optional Equipment:			
After Market Options	Cruise Control	Hard Top	Power Door Locks
CD	Custom Paint	Heated Seats	Premium Sound
CD Changer	Full Leather	Integrated Phone	Telescoping Wheel
Condition Report:			
No Accident History	Normal Wear on Interior Condition	Condition	
No Rust	See Description for Known Mechanical Problems	vn Mechanical Problems	
Like New on Exterior			200
Sellerassumes full responsibility	bility for the content of this listing and the item offered.	nd the item offered.	~
ehicle Description			<b>*</b>
Looks that kill! Performance that rides in this Car and give the thun and performs even richer. If you,	Looks that kill! Performance that Excites! This Year 2000 Boxter is immaculate and in excellent shape. Everyone see's or rides in this Car and give the thumbs up. I ordered it specifically for these colors and wow does it look rich. In fact, it drives and nearly and some properties while only humain	mmaculate and in excellent shese colors and wow, does	shape. Everyone see's or t look rich. In fact, it drives
the beauty and purity of the Pors weather and you will see the wor	the beauty and purity of the Porsche engine, this is the Car for you. It has been for me. When the top is down you'll enjoy the weather and you will see the world in a whole new way. This Porsche is the Playmate of the 21st Century !!!!	t car that he limited he when the lift has been for me. When the lift he lift he 21s	top is down you'll enjoy the
ehicle Condition			
Phenomenal Shape! Exterior: Not a erms of Sale	lot a Dent nor Scratch. Interior: Doesn't look driven. Engine: Purrs like a Kitten.	sn't look driven. Engine: Pur	rs like a Kitten.
Payment Terms 'I would like a 10 of auction 'I accept payment by deliver the car within 100 miles o	Payment Terms 'I would like a 10% deposit within 3 days of close of auction' 'Balance to be paid within 10 days of close of auction' 'I accept payment by money order' Delivery Terms 'Buyer to pay for shipping of the vehicle' I will arrange to deliver the car within 100 miles of Deerfield Beach, FL.	auction' 'Balance to be paid er to pay for shipping of the v	within 10 days of close ehicle' 'I will arrange to
	Close Window	мор	Fig. 12

NETWORK-BASED COMMERCE SYSTEM

1st Named Inventor: Stove Grove

1st Named Inventor: Steve Grove Express Mail No.: EV301831643US

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XYZ Mo	otors					
Home	Browse	Sell	Enthusiasts	Search	Service	s Help
Sell You	ur Item: Revi	iew & Sub	mit Listing			
1. Catego		2. Title Description	3. Pictures & Details	4. Pay & Shi	yment ipping	5. Review & Submit

Step 1: Review your listing

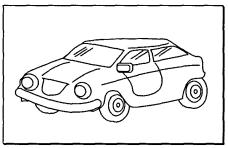
#### **Listing Analysis**

We have several suggestions for your listing to get more bids and a better price.

Click on "Edit Page"link to make these updates to the listing.

Recommendation		Analysis		
Add more descriptive text to the Item Description	Edit Page	By giving your buyer a better description you more reasons to bid on your vehicle. See ips on writing a good description.		

Click on "Edit page" links to make changes> When you do, you'll be directed to a page where you can make your desired changes.



35279 Miles 2Doors Used Silver Exterior - Gray - Dark Interior VIN 19UYA424XIA005064

6 Cyl.
automatic transmission
Clear title
Free Limited Warranty

**NETWORK-BASED COMMERCE SYSTEM** 

1st Named Inventor: Steve Grove

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Description

2001 Acura: CL

2001 ACURA CL, Great Condition

Miles:

19000

VIN Number:

WPOCA296XYU626870

Engine:

6 Cylinder 2.7 Liter Title:

Clear

Transmission:

Automatic

Interior:

Beige/Tan

Warranty:

Existing

Exterior:

Silver

**Standard Equipment:** 

**ABS** 

Convertible

**Power Seat Driver** 

Alloy Wheels

AM/FM Radio

Cassette

Dual Air Bags Leather

**Power Steering** 

Auto Climate Control

**Power Windows** Rear Spoiler

**Optional Equipment:** 

After Market Options

Cruise Control **Custom Paint** 

Hard Top **Heated Seats** 

Power Door Locks **Premium Sound** 

CD CD Changer

Full Leather

Integrated Phone

Telescoping Wheel

**Condition Report:** 

No Accident History

Normal Wear on Interior Condition

No Rust

See Description for Known Mechanical Problems

Like New on Exterior

Seller ......assumes full responsibility for the content of this listing and the item offered.

Trim: 3.2 Coupe 2D Engine: V6 3.2 Liter VTEC transmission: Automatic Drivetrain: Front Wheel Drive Mileage: 35,279 Leather Air Conditioning Power Steering Power Windows Power Mirrors Power Door Locks Dual Powere Seats Moon Roof Cruise Control Tilt Wheel AM/FM Stereo Cassette CD Changer Bose Brand Premium Sound Dual Front Air Bags ABS (4-Wheel) Traction Control Alloy Wheels

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Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
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Vehicle Ty Subtitle	•	swagen B o, Sunroo	lug f, 5Speed, Dark blue, Spoiler	
Pictures				
	dded the follow	• •	• •	
Picture	1 Picture	e2 	Picture3	
Picture	4 Picture	e5	Picture6	
Increase yo	ur item's visib	ility		
Gallery Pictu	re is Choose	One ▽		
(free)	<u> </u>			
Optional fea	atures			
✓ Bold		\$4.00	Attract buyers' attention and set your listing apart - use <b>bold</b>	See example of a bold listing.
☐ Highlig	ht	\$5.00	Make your listing stand our with a colored band.	See example of a <u>highlighted</u> listin
☐ Catego	ry Featured	\$14.95	Show off your listing in the Featured area of category listings and search results	
	Gallery ed	\$99.95	Get the opportunity to appear in the Featured area of Motors Home and	Learn more abou Motors Gallery
Listing icon	1		Browse pages	Featured.
<ul><li>No icon</li></ul>				
_	S Flag	\$2.00		
``A	heckered Flag x 4	\$2.00 \$2.00		
O A 4 O A G		\$2.00		
_	raduation	\$2.00		
Free page of		·	often y	e counters show ho your item has been d. <u>Learn more.</u>

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/lotors			_				
Browse	Sell	Enthusiasts	Search	Services	Help		
Lost your information? Click Refresh. Learn how to stop information loss.							
Revise Your Item: Describe Your Item							
1. Category  2. Title 3. Pictures 4. Payment 5. Review &							
Item Title: GTO Turbo							
Item Description  Add to your description in the box below, then click "Save Changes."  Remember: You can only add to, not change your current description.  View your current description							
To Description	n *						
Font Name   Font Size   Color   □							
B I U							
Preview your	revised de	escription					
		<del></del>					
Cancel Cha	anges	Save C	hanges				
<u>Browse</u>	<u>Sell</u>	<u>Enthusiast</u>	s <u>Searc</u>	<u>h</u> <u>Servi</u>	ces <u>Help</u>		
	Browse  Lost your inform  four Item: Des  gory & De  de: GTO Turbo  escription to your description rember: You can your current de  Font Name  B / U  Preview your  Cancel Cha	Browse Sell  Lost your information? Clic  four Item: Describe Your  gory 2. Title & Description  de: GTO Turbo  escription  to your description in the beamber: You can only add by your current description  To Description*  Font Name F  B I U F  Preview your revised description  Cancel Changes	Browse Sell Enthusiasts  Lost your information? Click Refresh. Lea  Your Item: Describe Your Item  Gory 2. Title 3. Pictures & Details  Ile: GTO Turbo  Secription  to your description in the box below, then member: You can only add to, not change your current description  To Description*  Font Name Font Size  B I U Font Size  Preview your revised description  Cancel Changes Save C	Browse Sell Enthusiasts Search  Lost your information? Click Refresh. Learn how to s  Your Item: Describe Your Item  Gory 2. Title 3. Pictures 4. Pay & Description & Details & Ship  Ile: GTO Turbo  Secription  to your description in the box below, then click "Save nember: You can only add to, not change your current or your current description  To Description*  Font Name Font Size Color  B / U Font Size Color  Preview your revised description  Cancel Changes Save Changes	Browse Sell Enthusiasts Search Services  Lost your information? Click Refresh, Learn how to stop information  four Item: Describe Your Item  gory 2. Title 3. Pictures 4. Payment 5. F. & Description & Details & Shipping Subscription  to your description in the box below, then click "Save Changes." Itember: You can only add to, not change your current description.  To Description*  Font Name  Font Size  Color  B / U		

NETWORK-BASED COMMERCE SYSTEM

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214 XYZ Motors Home **Browse** Sell Enthusiasts Search Services Help Lost your information? Click Refresh. Learn how to stop information loss. Revise Your Item: Describe Your Item 2. Title 3. Pictures 4. Payment 5. Review & 1. Category & Description & Details & Shipping Submit Item Title: Porsche:Boxster Item Subtitle: 2000 Silver New Condition **Item Specifics** 2000 Porsche Boxster Roadster 2-door Learn more about how Item Specifics can help you sell your item Vehicle Identification WPOCA298XYU626870 Number (VIN) 12000 miles Mileage \* Exterior Color \* Silver Interior Color \* Black Standard Equipment \* ✓ 2 Wheel drive √ 5 Speed How do I find out what ✓ Rear Spoiler ✓ Power Seat Driver options my car has? ✓ Auto Climate Control ✓ Cassette ✓ Automatic transmission Driver Airbag ✓ Side air bag ✓ AM/FM Radio ✓ Passenger Airbag ✓ Cassette ✓ Leather seats ✓ Convertible ✓ Anti Lock Brakes ✓ Power Windows ✓ Power Door Locks Optional Equipment \* ☐ After Mkt Options □ Heated Seats □ Integrated Phone □ CD Changer ☐ Power Door Locks □ Cruise Control □ Premium Sound □ Custom Paint ☑ Telescoping Wheel □ Full Leather □ Tonneau ☐ Hard Top □ Traction Control ☐ Hard Top □ Traction Control

Blakely, Sokoloff, Taylor & Zafman LLP

(408) 947-8200

Title: METHOD AND SYSTEM TO GENERATE A LISTING IN A NETWORK-BASED COMMERCE SYSTEM

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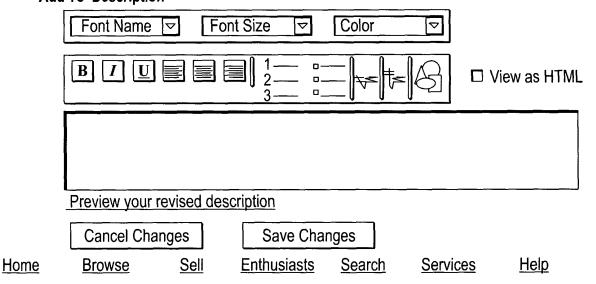
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	Wheels *	Alloy Wheels (Standard)			
	Air conditioning *	Auto Climate Control			
	Package *	None			
	Drivetrain *	2 Wheel Drive (Standard)			
	Transmission *	5 Speed (Standard)			
	Spoiler *	Rear Spoiler (Standard)			
	Power Seat *	Power Seat Driver (Standard)			
	Is there an Existing Warranty? *	Vehicle does <b>NOT</b> have an existing warranty.			
	Type of Vehicle This *	Clear (most titles) None or Other inspection service			
ŀ	Vehicle Inspection *	None of Other Inspection service			
ĺ	Vehicle Condition				
	Maintanance History Available	See Description			
1	Interior Condition	See Description			
	Exterior Condition	See Description			
	Rust?	See Description			
		If you answer yes, please provide			
-		details in the item description.			
		•			

#### **Vehicle Description**

Add to your description in the box below, then click "Save Changes." Remember: You can only add to, not change your current description. View your current description

### Add To Description \*



NETWORK-BASED COMMERCE SYSTEM

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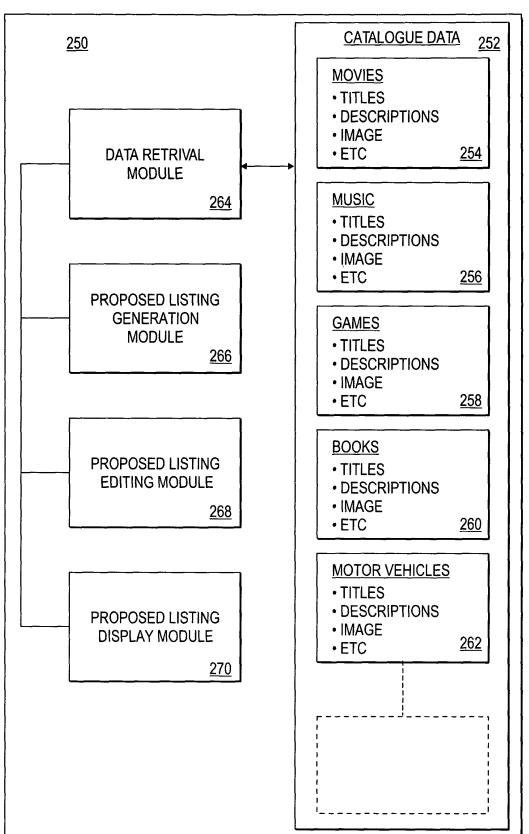


Fig. 17

NETWORK-BASED COMMERCE SYSTEM

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